



COMPANY:
Biscotti LTD

COUNTRY:
Israel

INDUSTRY:
Wholesale distribution
Manufacturing

WEBSITE:
www.biscotti.co.il

The Challenge

Biscotti's outdated accounting system hindered growth due to limited data capabilities, manual pricing updates, fragmented departments, and insufficient documentation for supplier orders.

The Result

Priority's solutions transformed Biscotti's processes, driving remarkable efficiency, substantial growth, improved production and sales, streamlined pricing and orders, significant cost and labor savings, and optimized warehousing and distribution.

About Biscotti

BISCOTTI

Founded in 2003, Biscotti is a renowned patisserie that delivers a broad range of desserts, cakes, catering services to restaurants, cafes, hotels, event venues, and private clients. With a robust service and delivery framework, Biscotti employs a significant workforce and is recognized for its commitment to quality and exceptional customer service.

The Challenge

Prior to the implementation of the Priority system, Biscotti utilized a simplistic accounting system to manage all financial procedures. This system, however, was limited in its capacity for data extraction, analysis, and report generation. Crucial insights, such as daily sales data for specific products or periodic reports, were lacking. Furthermore, product pricing, managed manually via Excel spreadsheets, did not automatically update with fluctuations in raw material costs, leading to hours of painstaking work.

As Biscotti's sales volume increased, these limitations began to inhibit the company's growth. The production departments struggled to meet the demand, and the business fragmented into independent departments, each operating with its own data, creating inefficiencies. The introduction of new products to the market became a drawn-out process, and supplier orders were conducted manually, leading to insufficient documentation.



The Solution

Recognizing these challenges, Biscotti opted for Priority's comprehensive financial management solution, which covered areas such as receivables and bank reconciliations. The focus then shifted to improving item card screens, bills of material, and advanced pricing. Specialized production reports for each manufacturing department were developed, and to enhance inventory management, Priority's Warehouse Management System (WMS) was integrated into Biscotti's operations.



The Result

The adoption of Priority's solutions brought about remarkable improvement in Biscotti's process efficiency, allowing the company to control various interlinked processes effectively. Since 2012, Biscotti has witnessed an annual business turnover growth of 20%-25%, a testament to the effectiveness of the Priority ERP system.

Significant improvements were seen in the production management and sales processes, with the efficiency of price quotations and order invoicing enhancing considerably. The control over sales pricing decisions was greatly improved through product pricing analysis, leading to increased profitability. With integrations with market ordering applications, Biscotti was able to save significant time and labor costs, and the automation of about 300 daily orders resulted in manpower reduction.

The introduction of Priority's WMS significantly upgraded Biscotti's warehousing, picking, and distribution processes. Operations previously scattered across five separate buildings were now consolidated into a single, efficient logistics center. This consolidation led to a dramatic reduction in picking and driver loading times and eliminated the need for continuous manual inventory counts. The process of order picking was expedited and shifted to daytime hours, resulting in significant cost savings.



" The integration of the advanced distribution system, along with the WMS expansion, replaced old software and manual processes, driving further efficiency and growth for Biscotti."

David Adania, Biscotti's CEO

See how Priority works for you

Book a demo today ▶

